

Inaugural One Show Entertainment winners

CALIFORNIA: The One Club's first annual One Show Entertainment Awards ceremony has come and gone, with MTV, Frixenet, HBO, Nike, NIN and Unilever the brands that received multiple awards in this 'first-of-its-kind' competition that honours creativity that goes beyond standard product placement. Held at The Paley Center for Media in Beverly Hills, Bryan Callen (Mad TV, Entourage) hosted the show, and presenters included Alimi Ballard (NUMB3RS), Brett Ratner (director of X-Men: The Last Stand), and Matthew Weiner (creator and executive producer of Mad Men). View the [winners](#), [winners' showcase](#), [list of judges](#), [photos](#) and [interviews](#).

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